



CAMBRIDGE

Senior Housing & Healthcare Capital

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PRESS RELEASE

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CAMBRIDGE FOUNDER'S TWEETS SPELL OUT GOOD YEAR FOR SENIOR HOUSING

Politicians, athletes, and celebs aren't the only ones tweeting great words of wisdom to their adoring - and maybe not so adoring – followers. Hashtag fever has arrived big time in the senior housing/healthcare community as well.

For example, one can fire up their Twitter account and retrieve an amazingly succinct overview of macrocosmic developments unfolding at the recent National Investment Center (NIC) conference in the nation's capital. Based on his take of what was going down at the conference, Cambridge Chairman Jeffrey Davis posted these notes on his twitter feed:

#1 NICFall2016. If there ever was a doubt about the level of interest in Senior Housing, recent NIC confirmed senior housing's broad appeal.

2 NICFall2016. U.S. Senior Housing is setting the bar for international operators and investors. Great level of international participation at NIC conference.

#3 NICFall2016. With U.S. Presidential election just around the corner, it was surprising how little political conversation took place at NIC.

#4 NICFall2016. The lack of conversation on rising interest rates was surprising. Low rates continue to be taken for granted at NIC.

#5 NICFall2016. The magnitude of SNF's for sale is staggering. Is this the herd theory at work or smart business decisions? Time will tell.

#6 NICFall2016. New debt & equity capital sources at Fall NIC staggering. If your deal makes sense, there is a home for it. Enjoy this time.....

#7 Current environment certain moment in the sun for Senior Housing M&A brokers. Low rates and more make perfect storm.

#8 Wage pressure/\$15/hr wage issues the unspoken black cloud for Senior Housing. Mandated wage increases would be disaster.

#9 Nothing stopping the development train for now. Demographics along with new buildings will continue until lack of funding.

#10 From all at Cambridge, thank you NIC Team and especially the leader, Bob Kramer. You deliver great value year after year.

Privately owned since its founding in 1983 as a real estate investment banker specializing in commercial real estate properties, Cambridge today has three distinctive business units: FHA-insured HUD loans,

conventional financing, and investments and acquisitions. The company is one of the nation's leading senior housing and healthcare debt and equity capital providers, with more than 400 closed senior housing transactions totaling more than \$4.5 billion since the early 1990's, when the firm began its specialization in providing senior housing capital.

Cambridge has consistently ranked among the country's top five FHA-insured HUD lenders (now HUD Lean) over the last 15 years and offers an array of conventional lending options, including permanent construction and interim loans on either a floating or variable rate basis. The company's principal investment strategy includes direct property acquisitions, joint ventures and sale/leasebacks. The company has acquired 16 facilities totaling approximately \$60 million.

Cambridge is the creator of *The Signature Experience*[™], a four-step process designed to transform the traditional lender/borrower relationship and identify "ideal" capital solutions for worthy projects. The company has a national origination office in Los Angeles, and numerous correspondent and brokerage relationships nationwide.

Cambridge publishes the bi-monthly Capital Wisdom(R) electronic newsletter, which delivers company news and feature stories via e-mail to corporate friends and clients as well as monthly updates of other relevant news and breaking trends. Additional information is available on the Cambridge website, www.cambridgecap.com, and Cambridge can be reached at (312) 357-1601 or via e-mail to info@cambridgecap.com. The firm also has embraced social media and networking via Twitter at <http://twitter.com/cambridgecap>, via Facebook at <http://www.facebook.com/cambridgecap>, via blog at www.cambridgecap.com/blog and via LinkedIn at <http://www.linkedin.com/companies/454232>, where information on the firm and its employees can be found.

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